

# ARUBA VISITOR'S GUIDE

## GUIA PARA EL TURISTA EN ARUBA

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(See special feature on page 19)

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Aruba

## ESSO CLUB

*Located at the Eastern tip of the island, in Seroe Colorado, right at the waters' edge*

- Enjoy lunch or dinner in our beautiful Bamboo Room, overlooking Rodgers' Beach
- Enjoy movies in our air-conditioned theater
- Enjoy the well-stocked Bookstore and Library
- Enjoy bowling in our 8-lane alleys
- Enjoy a cool drink in our modern Lounge

*The Esso Club is a private social club, with guest privileges extended to visitors*

For information, call the Club Manager at 9-2470

Lago

### TOUR ONE OF THE WORLD'S LARGEST OIL REFINERIES

Tours begin at 1 p.m. every Tuesday and Friday. For Tour reservation and information call Mr. Luydens on tel. 9-2364.

#### DURING YOUR STAY YOU SHOULD ALSO VISIT :

- 1 - Bringamosa Zoo
- 2 - Ayo Rock Formation
- 3 - Natural Bridge
- 4 - Sand Dunes
- 5 - Indian Caves

LAGO OIL & TRANSPORT CO., LTD.

Esso

guaranteed quality products in the Netherlands Antilles.

# INVENCIBLE

GARANTIZADO POR LA TECNICA SUIZA

EN 100 AÑOS DE COMPETENCIA Y PRESTIGIO.



AGENTE EXCLUSIVO,  
**OLGA VASQUEZ**

ORANJESTRAAT 26-A

TEL: 3121



## OUR SHOP TALK

Dear visitor, we know more about this island than you might find on a map, so we'd like to give all sorts of clues to help you plan your shopping.

Let's start our shopping tour at the head of Nassaustraat at **FANNY'S**. Here you'll find cashmere sweaters, Indian silks, brocade and embroidered garments, French beaded bags, gold and silver charms, crystals, Swiss watches, perfumes, souvenirs and gift items. Diner's Club and American express credit cards are accepted. Next block is **LEO BERLINSKI's** jewelry store, which features platinum and 18kt. gold jewelry, cultured pearls, the world famous Girard Perregaux and other well-known Swiss made watches. It carries sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden, and England, figurines, teakwood articles, petit point and beaded bags.

Across the street is **ARUBA TRADING COMPANY**. Their well-trained and friendly staff will make your shopping a real pleasure. Here you will find an extensive collection of cosmetics, perfumes, men's and ladies wear, ties, gift articles, and souvenirs - all of first quality. They will gladly deliver your bonded liquors and cigarettes free of charge to your ship or plane.

And don't forget to visit **PHOTO EL GLOBO**, annex to **ARUBA TRADING**, with their large selection of photographic equipment of world famous brand names.

At an angle across the street is **MARIO'S**, the store with a gigantic selection of bonded liquors, liqueurs and perfumes.

In the mainstreet the carillon and the lovely showcase displays identify **SPRITZER+FUHRMANN** a well-known Aruban store. They will be pleased to show you their unique collection of diamond and gold jewelry (mostly exclusive pieces from the Continent), fine watches such as Patek Philippe and Piaget, and a wide range of Swiss novelty watches, all advantageously priced. There are clocks, evening bags, objets d'art, crystal, sterling, and bone china from the most famous European houses — much more than we can mention — plus their very special brand of personalized service. Your guarantees are honored at their New York store, 5 East 57th Street, and you are "bonbini" at their lovely stores in Bonaire, Curaçao and St. Maarten.

Across the street we take the corner to the right, and within a few seconds we arrive at **JOYERIA RODANIA**, agent for the famous **RODANIA** watches. On display you will find the best in jewelry at very moderate prices. From Joyeria Rodania we stroll toward **PALAIS ORIENTAL**, famous for ivory and wood carvings from India, Haiti, Hong Kong and Africa. Also for your pleasure are exotic wearing apparel, such as shawls from India, and pipes from Denmark and Italy. You will find moderately priced perfumes and colognes by Christian Dior, Jean Patou, Guerlain and others, and many more articles from all over the world.

Coming out of Palais Oriental we are only a few steps away from **MEN'S SPORTSWEAR CENTER** offering you the best in men's wear on the island.

A good place for a shopping break is **HOTEL NASSAU** across the street. Its fully air conditioned bar is ready to serve all kinds of drinks, tall and short, at popular prices. For beer drinkers we recommend **HEINEKEN BEER**.

Your next stop is **SHALIMAR PALACE**. They offer

## LEO BERLINSKI

The Pearl of the Orient  
JEWELERS

Oranjestad - San Nicolas,  
Aruba.

The world famous Swiss watch

**Girard Perregaux.**

Silver, China, Crystal and  
Figurines



## SEASON'S GREETINGS

And Best Wishes for a  
Happy and Prosperous  
New Year

to All

Our Customers and friends

## ARUBA BANK LTD.

ORANJESTAD

SAN NICOLAS

### Send your telegrams VIA RADIO

The national route for international communication  
Government Radio and Telegraph Administration  
Fast service to all parts of the world and to ships  
RADIOSTATION: J. E. Yrausquin Plein, O'stad.  
Tel.: 1650 - 1651

TELEGRAPH OFFICE: B. v.d. Veen Zeppenfeldt-  
straat 31, San Nicolas - Tel. 5388

For overseas calls: Tel. 1910 - 1911.

# TROCADERO

Cocktail Lounge - Restaurant  
Overlooking the schooner harbour

## SEA FOOD

CURRY DISHES — STEAKS

CHINESE DISHES

Phone 1756

Jorge Camara, Manager

# Basi Rutí Hotel

ON THE BEACH  
at walking distance from the  
Aruba Caribbean Hotel

INTERNATIONAL CUISINE :  
Specialized in Italian dishes such as

CANELLONI PIZZA LASAGNA  
VEAL SCALOPINE SCAMPI

Beach Bar Phone 2222

you leather goods, perfumes, cosmetics, fine shoes from all over the world, beaded sweaters, ladies dresses from many countries, and many more.

Right next door we visit **RAGHUNATH JEWELERS**; here is your chance to buy the world famous Mulco Swiss watch at a very low price. Raghunath Jewelers are also well-known for the following articles: Delft blue, Dutch silver, crystals, gifts and souvenirs.

In the next block we arrive at **KAN JEWELERS**. Don't forget that **KAN'S** motto is: "WAT KAN KAN, KAN KAN ALLEEN", which means, "What Kan can do, only Kan can do". They will do everything possible to make your shopping in their store a pleasant one. Don't miss their variety of jewelry, watches, cameras, and glasses. A few steps from Kan is **BATA**. Their line of merchandise is all sizes of shoes at very attractive prices.

On around the corner is **HOTEL CAPITAL** - coziest hang out in town.

Back to the mainstreet (behind Wimco) we find **LA VENEZOLANA**, your best bet for fine men's wear. We continue our tour in the main street. Do you want a

lovely gift item? **EL GLOBO** has it. And for your pleasure they also carry ladies and children's wearing apparel and Ellen Betrix cosmetics.

A little tired and thirsty? **THE CACTUS INN**, Aruba's coziest hotel, is the place for you. The bartender is ready to serve you the best in drinks in the unique night club. You'll find yourself in a cave. And don't forget to take a good look at the tree. Probably you are now ready for a bite to eat, and you will be delighted with the famous **HONG KONG RESTAURANT AND BAR**, fully air-conditioned, where the best in fine food is served.

Now why not call a taxi (Tel. 1604 or 5160) and ask the driver to take you to the **HOTEL STRAND**, for a drink at their poolside bar and a swim in their new pool. For a last suggestion, ask a cab to take you along the L. G. Smith Boulevard and drop you at the **TROCADERO**. Here you'll have to pleasure of choosing from many types of drinks and eating one of the many Trocadero sea food specialties.

We hope you enjoy our shopping tour.

## For Your Shopping We Recommend RECOMENDAMOS PARA SUS COMPRAS

Oranjestad:

ANTILLIAN MERCANTILE CORP.  
MARISKA BOOKSTORE (Librería)  
FANNY'S  
LEO BERLINSKI  
PHOTO EL GLOBO  
ARUBA TRADING COMPANY  
MARIO'S  
MANSUR TRADING COMPANY

**SPRITZER + FUHRMANN**

RODANIA JEWELERS (Joyería)  
PALAIS ORIENTAL  
SPORTSWEAR CENTER  
SHALIMAR PALACE

RAGHUNATH JEWELERS (Joyería)

KAN JEWELERS (Joyería)

BATA SHOE SHOP

WIMCO

LA VENEZOLANA

EL GLOBO

PHOTO IMPERIAL

CABENDA

LIBRERIA VICTORIA

WINKEL'S

HARSVELD Confectioner's  
(Pastelería)

San Nicolas:

ACME STORE  
ALL ELECTRIC SALES  
CHEMMY'S FOTO STUDIO  
MARCONIPHONE  
WIMCO  
LEO BERLINSKI

**SPRITZER + FUHRMANN**

NANDWANT'S  
PALAIS ORIENTAL  
RAGHUNATH JEWELERS  
ARUBA TRADING CO.  
FANNY'S  
ANTILLIAN MERCANTILE CORP.

### PUBLIC LIBRARY

Free lending to tourists of books in English, Spanish, Dutch; a.o. books on Aruba and other Caribbean islands. Open weekdays: 9-12 a.m. and 2.30-5.30 p.m.

Tuesday and Friday also 7-9 p.m.

For information phone 1580 or make a personal call at 6 Wilhelminastraat, Oranjestad or (only during afternoon hours) at the Government Building in San Nicolas (Opposite Post Office).

### MASONIC LODGES

Lodge El Sol Naciente	Longfellowstraat 3, Oranjestad Secr.: tel. 2555
King Solomon's Lodge	Savaneta 123, Savaneta Secr.: tel. 7339
Lodge Hiram 102	Pos Chiquito Secr.: tel. 5431

# TALK OF THE TOWN

## "La Chismosa"

### El más famoso restaurante



El señor Ike Cohen, dueño y genial huésped del famoso restaurante "La Chismosa", le invita cordialmente a pasar una noche agradable en lo que ha sido llamado el "mejor y mas atractivo restaurante del Caribe". Una combinación sofisticada de una cocina francesa y una hospitalidad amistosa y personalizada. Los cocineros excelentes de "La Chismosa" son especializados en langostas frescas y pargos y "beeffondue", platos franceses y nativos, servidos en una atmósfera elegante acompañada a media luz y decoración continental. Meseros que cantan añaden un toque de alegría a su noche y un pianista Arubano con su propio estilo le dará lo mejor en música para su comida y placeres de baile.

Abierto desde las 6 A.M. hasta media noche.

Reservaciones sugeridas.

# The Coral Strand hotel

Aruba N.A.  
tel. 3380 - 3381

### ARE YOU WORRIED ABOUT YOUR \$100 ALLOWANCE?

You are allowed to take back as much as you wish. You are only required to pay duty on what you declare over your \$100 duty-free allowance. Here's a sample of duty charges on various articles:

CULTURED PEARLS (loose or temporarily strung)	5%
CHINA, BONE	35%
CLOCKS (costing over \$10)	32.5%
LEATHER HANDBAGS	20%
LEATHER GOODS	8.5 to 17.5%
DIAMONDS (cut but not set)	8%
Not over 1/2 carat	10%
Not over 1/4 carat	\$8 to \$15
WATCHES (on \$100 watch)	39c a fifth
SHERRY	20%
SILK KNITS (as wearing apparel)	13.5%
MOTION PICTURE CAMERAS (costing over \$50)	15%
CAMERAS (not movie) (costing over \$10)	

PERFUME (about 18 3/4%)	16c + 15%
WOOD CARVINGS	16 3/4%
TYPEWRITERS	FREE
JEWELRY, GOLD	24%
STERLING FLATWARE	8c each + 17 1/2%

Above are just a few examples of how low duty is on some of the most popular items tourists buy in our stores. Take cameras, for instance. Suppose you've bought merchandise to your full allowance of \$100 free of duty and you wish to buy a camera retailing for \$120 in Aruba. Your first saving is the fact prices here can average 40% less than in the U.S. Even with duty, you can still buy that camera at a great saving. Official duty on cameras is 15% on the wholesale value. The retail price of \$120 less 40% gives you the wholesale base rate of \$72 for your camera; and 15% duty on \$72 is only \$10.80. Your camera really cost only \$130.30. Your saving is considerable, even with duty. The same camera sells in New York City for \$199.95 (plus 5% city sales tax).

Your driver in Aruba is **FATSO - Taxi No. 34**

Sightseeing tours at moderate prices.

For more information call taxi stand 1604, 2250, 1367.





# Palais Oriental

Nassastraat 40, Aruba

Shopping for Gifts? Visit Aruba's most modern, Air-conditioned Gift shop in the heart of Town — You will find a surprising variety of gifts from all over the world:

Gold and Silver **JEWELRY** from all over Europe.

Knitwear from Italy.

Silk Saris and Dresses.

Favre Leuba - **SWISS WATCHES.**

All the wellknown **FRENCH PERFUMES**

Savinelli and Dunhill **PIPES.**

Dutch-Tweka **Bathing Suits.**

Madeira Embroidered tablecloths,

Italian Leather sandals.

American Express and Diner's Club Credit Cards honored.



## TOURING ARUBA

While in Aruba you may rent a car and driver, or a drive-it-yourself car, or may take a conducted tou. To drive yourself, you will need a temporary license, which can be obtained by presenting a valid driver's license from your own country.

Aruba has many treasures that are well worth exploring:

The island's greatest attraction is the **PALM BEACH** and **EAGLE BEACH**, which are among the world's finest. The pure white sand stretches for several miles along the leeward coast, and slopes gently into the water. There is excellent opportunity for waterskiing, sailing, and swimming.

**FISHING** has a variety of forms, and any one of the different types offers the enthusiast a challenge. Skin diving and spearfishing are well worth the effort here, as the rocks, reefs and wrecks of some sunken ships abound in fascinating fish. There is also good deep see fishing.

The capital of Aruba is **ORANJESTAD**, its architecture is typically Caribbean-Dutch with some Spanish influence, while the colors of the buildings are typically of the Caribbean. Oranjestad's shopping center tempts the tourist with merchandise from all corners of the world. You will find Swiss watches, cameras, perfumes, cashmere sweaters, silk, character dolls, Dutch tile, Delft blue, binoculars, liquors and liqueurs, woollen and other fabrics, precious stones, porcelain miniatures, straw novelties, carved ivory from the Orient, crystal, beaded and petit point bags, Indonesian and Chinese wood carvings, leather goods, gold and silverware, etc. Thanks to the extremely low import duties, the prices are often less than

## Bata

BATA AGENCY ARUBA

Famous BATA SHOES for the whole family

At your service at

Nassastraat 49, Oranjestad

## N.V. Raghunath Jewelers

Dealer for the world famous

# MULCO

Swiss Watches

Fully airconditioned Store

Visit

# FANNY'S

Mainstreet No. 7

Oranjestad, Aruba

for an extensive selection in:

- FRENCH PERFUMES
- French Beaded Bags
- STEP Atomizers
- SWISS WATCHES
- Crystal
- Gold & Silver Charms
- Ballantyne Cashmeres



- Indian & Italian Sandals
- Embd. Linen & Blouses
- Dunhill & Meerchaum Pipes
- French Eminence Underwear
- SWISS Bulova Accutron
- Binoculars
- Souvenirs & Gifts

Diner's Club & American Express  
Credit Cards Honored.

half of what they are in the U.S.A. Store owners also can pass on bargains to visitors because there are no sale or luxury taxes in Aruba.

The **SCHOONER HARBUR** of Oranjestad is one of color and excitement; boats from many Caribbean countries are docked all along the quay. Open stalls provide space for the boatmen to display their wares: great stalks of bananas - the little sweet ones or large cooking ones, oranges, vegetables, etc.

A little further along the schooner harbour is the fish market, where you may purchase a large variety of fish. Big ocean liners and passenger-ships can moor and bunker at Oranjestad's harbour.

In the well-kept **WILHELMINA PARK**, named after the late Queen Wilhelmina of the Netherlands found on the seaside of Oranjestad, there is a beautiful sculptured statue of the Queen Mother, surrounded by bright colorful flowers and plants.

The American colony, **SEROE COLORADO**, where, most Americans live, is situated at the eastern end of the island.

The climate of Aruba is considered to be one of the finest in the Caribbean. Rainfall is scant, and the days are always cooled by the copious flow of air from the northeast tradewind. Thriving in this dry climate are the strangely shaped **DIVI-DIVI TREES**, that point forever downwind; the **ALOE** plant, which is being developed for medicinal purposes; and the cactus, which is used for fences. Arubans cherish flowers, and most homes are surrounded by bright Bougainvillea, Oleanders, Flamboyant, Hibiscus, and other tropical plants.

Aruba's most outstanding landmark is **HOOIBERG** or "**HAYSTACK**", and for those interested, there are steps for climbing to the top of this hill.

Attractive hidden coves on the north side of the island offer a perfect setting for picnics. For those who prefer a little surf with their bathing, fairly rough water

on this side of the island makes it perfect. Two of the most intriguing and accessible coves are **ANDICJURI** and **DOS PLAYA**, where towering rocky arms reach into the sea and the constant dashing of waves presents a varied and awesome backdrop for the pleasant sand beaches of the coves.

A most interesting **NATURAL BRIDGE** on the north coast, carved out of solid coral rock by the relentless surf, is a startling example of nature's architecture, and a "must" for every visitor.

**BOCA DRUIF** is an interesting grotto also sculptured by the sea on the island's windward coast near the dunes of **PRINS**. It offers a breath-taking view of the wild coastline.

The **CUNUCU**, which in Papiamentu means "country-side" is dotted with brightly colored Aruban houses. Rocks of many different shapes are scattered over the island. Probably the most impressive ones are found at

QUALITY.....

for  
ladies and  
gentlemen.....  
perfumes  
liquors  
sportswear  
cameras  
gift items

**ARUBA TRADING COMPANY**

ARUBA, NETH. ANT.

# KAN

*Jewelers*  
since 1918



### Of Course.....

of course we have to offer a better collection of world's best watches, nicest-styled jewelry, most advanced cameras and remarkable souvenirs

of course we have to maintain the lowest possible prices

of course this is to your advantage

of course there is a reason for all these points;

BECAUSE, being the SECOND largest jewelers in the Kingdom of the Netherlands (of which this island is a part), we are compelled to be ahead of anyone in anyway.

OF COURSE YOU'LL MAKE USE OF IT !!

ARUBA BONAIRE CURACAO ST. MAARTEN HOLLAND

## MERRY CHRISTMAS

and

## HAPPY NEW YEAR

from

### PHOTO IMPERIAL STUDIO

Nassastraat

Oranjestad

# GREETINGS



MERRY CHRISTMAS FELICES PASCUAS  
and  
HAPPY NEW YEAR PROSPERO AÑO 1967

### ARUBA VISITOR'S GUIDE

Guía para el Turista en Aruba

### SUNDAY MASSES R.C. CHURCH

Parish	A.M.	A.M.
Parroquia		
Oranjestad	1434 6.00	7.15
San Nicolas	5118 5.30	7.00
Santa Cruz	8110 5.00	6.30
Savaneta	7025 5.00	7.15
Noord	1409 5.30	7.00
Pradera	1400 5.00	—
Brasil	1706 —	6.00
Dakota	2525 6.00	8.00

Protestant Church:

Misa Protestante: Oranjestad

Beth Israel Synagogue:

Sinagoga Israelita: Oranjestad

Comm. Church: Seroe Colorado

Methodist Church: San Nicolas: 9.00 a.m. - 7.30 p.m.

Brasil: 11.00 a.m. - 7.30 p.m.

Oranjestad: 11.00 a.m.

### SERVICIOS DOMINICALES EN LAS IGLESIAS CATOLICAS

A.M.	H. Mass	P.M.	P.M.
A.M.	M. Mayor		
8.30		5.00	7.00
8.30		5.00	—
8.00		5.30	—
—		5.30	—
8.30		6.00	—
8.30		5.30	—
8.00		—	7.00
—		—	7.00

Sunday service at 9.00 a.m.

Domingo a las 9.00 a.m.

Fr:day at 8.00 p.m.

Viernes a las 8.00 p.m.

Sunday at 11.00 a.m. (in English)

Welcome  
to  
Aruba

### Aruba Chemical Industries



# SPORTSWEAR CENTER

"For Better Men's Wear"

Nassaustraat 44 Tel. 2662 Oranjestad

## CAR RENTAL - ALQUILER DE AUTOS

HERTZ-Rent-A-Car Tel.: 2714  
L. C. De Palm Tel.: 1813  
AVIS-Rent-A-Car Tel.: 1306-2227

## Important Numbers

Police Oranjestad	No.	1000
San Nicolas	"	5000
" Fire Department	"	00
" Traffic Department	"	2500
" Immigration (Airport)	"	1003
Hospital San Pedro	"	2200
" Lago Oil & Transport Co. Ltd.	"	9-3222
Ambulance Oranjestad	"	1234
" San Nicolas	"	5050
Airport	"	3300
Taxi Oranjestad	"	1604
Taxi San Nicolas	"	5160
All America Cables	"	2126
Tourist Bureau	"	1764
KLM - ALM	"	1367
Pan American Airways	"	2707
Trans Caribbean Airways	"	2700
Aerovias "Aerocondor"	3192; 3193	
De Palm's Tours	"	1813
Hertz-Rent-A-Car	"	2714
Avis-Rent-A-Car	1306; 2227	

## CONSULATES - CONSULADOS

Consulate Brasil	"	1064
(No British Consulate in Aruba, but in Curaçao)		
Chili	"	1085
Colombia	"	1206
Costa Rica	"	7373
Dominican	"	1808
El Salvador	"	1767
Germany (West)	"	1767
Guatemala	"	1608
Haiti	"	1664
Italy	"	1664
Libanon	"	1755
Nicaragua	"	2958
Norway	"	5075
Panama	"	2544
Peru	"	2345
Portugal	"	1735
Spain	"	1046
Sweden	"	1735
Switzerland	"	2646
(No U.S. Consulate in Aruba, but in Curaçao)		
Venezuela	"	1078

## BUS SCHEDULE - LINEAS DE AUTOBUSES ARUBA CARIBBEAN HOTEL/ORANJESTAD

(Fare fl. 0.30)	To (a)	From (de)
Bus stand for RETURN	Oranjestad	Oranjestad
located at Tourist	7.55 a.m.	7.40 a.m.
Bureau, Oranjestad.	9.50 a.m.	9.35 a.m.
Parada de buses frente	12.05 p.m.	11.50 a.m.
a la Oficina de Turismo,	2.10 p.m.	1.50 p.m.
Oranjestad.	4.05 p.m.	3.45 p.m.
	6.05 p.m.	5.50 p.m.

## RESTAURANTS - RESTORANES

OLDE MOLEN	BASI RUTI HOTEL
HONG KONG	DIVI DIVI COFFEESHOP
SALON MADRID	&
(Caetus Inn)	KLOMPEN KLUB
HOTEL ASTORIA	(Aruba Caribbean Hotel)
ESSO CLUB	
HOTEL NASSAU	<b>"TALK OF THE TOWN"</b>
HOTEL CAPITAL	TROCADERO
HOTEL CENTRAL	BALI
SCALA	

## TOUR OPERATORS - SU GUIA

De Palm Sightseeing	No.	1813
Lago Refinery Tour (free of charge)	"	9-2364
(Tuesday and Friday)		
Aruba Tours	"	1553

## DRUGSTORES - BOTICAS

Botica Aruba	No.	1080-1081
Botica Del Pueblo	"	1253-2154
Botica Oduber		Tel. 1780
Botica San Lucas (San Nicolas)	"	5119

## BEAUTY SHOPS - SALONES DE BELLEZA

Maggy's	Tel.	2113
French Beauty Institute	"	1716
Aura's	"	1161
Angelica	"	1170
Marlene	"	2799
Madame Alice	"	1565
Cidia's	"	5814
Marina's	"	5686

## BANKS — BANCOS

Aruba Bank N.V., Nassaustraat 41, O'stad	1550
Aruba Bank N.V., Zeppenfeldtstr. 38, San Nicolas	5105
Hollandsche Bank-Unie N.V., Nassaustr. 92, O'Stad	1200
Hollandsche Bank-Unie N.V., Zeppenfeldtstr., S.N.	5090
Carib. Mercantile Bank N.V., Nassaustr. 53, O'stad	3118
Aruba Commercial Bank, Wilhelminastr. 42, O'stad	1515
Banco Popular Antillano, Havenstr. 2, O'stad	3105

## RATES OF EXCHANGE - TIPO DE CAMBIO

Checks:	Buying	Selling
Cheques:	Compra	Venta
US \$	1.87	1.905
CAN \$	1.73	1.785
POUNDS ST.	5.21	5.32
NETH. FL.	51.80	53.00
D. MARK	44.50	48.25
SW. FRC.	42.80	44.70
BOLIVAR	40.50	42.75
BWI \$	1.085	1.175
BWI POUNDS	5.21	5.42



**WHITE  
HORSE  
Of  
Course**

**WIMCO**

**ARCU Realtors**

From plot to draperies

CALL: 2800

When in Aruba do as the Arubians do  
in "THE CAVE"



Aruba's most-native  
**NITE CLUB**

RECOMMENDED FOR YOUR  
*Dining Enjoyment*



**SALON MADRID**

Make your Reservations for the Holidays now - Please Dial 3100



**ARUBA'S  
COZIEST  
HOTEL**



Music by Oruba Sextet  
Entertainment Boye & Rosario



**AIRCONDITIONED**

THE MEETING PLACE FOR :

★ CONTINENTAL CUISINE

★ CHOICEST WINES

COCKTAIL LOUNGE

★ CHINESE DISHES

COURTEOUS SERVICE !

COZY ATMOSPHERE

A. Lacle Boulevard No. 19

Phone No. 2966

# About Aruba . . . . .

## THE ISLAND AND THE CLIMATE:

Aruba, first of the ABC islands, is the most western of the Leeward group of the Netherlands Antilles. It lies 15 miles from the Venezuelan coast, 12 degrees, 24 minutes north of the equator. It is 19.6 miles long, six miles in width at its widest point, and contains 70.9 square miles of rocky red hills and magnificent white sand beaches, surrounded by the deep blue Caribbean.

The average yearly temperature is 82 degrees, with the coolest months January and February and the warmest August and September. The air is lively and sparkling because the humidity averages only 76 per cent. Average annual rainfall is less than 20 inches.

## mario's

PHONE 1160

NASSAUSTR. 19, ORANJESTAD

*Gigantic selection of bonded*

- LIQUORS
- LIQUEURS
- PERFUMES

*Sell at very, very attractive prices*



## MARISKA'S

- ★ Stationery    ★ Books    ★ Magazines
- ★ Stamps        ★ Postcards
- ★ Collector's stamps & Firstday covers
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## THE PEOPLE AND THEIR LANGUAGES:

Aruba is the only Caribbean island on which the Indian population was not exterminated. The Aruban today is a descendant of Indians, with a mixture of Spanish and Dutch blood of the early colonizers. Arubans, those born on the island, number about 36,000. All are citizens of the Netherlands. Over 40 nationalities living peacefully together on the island.

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The Leeward islands (Aruba, Bonaire, Curaçao) have a living language of their own — Papiamentu. It is a "lingua franca" that has evolved from Spanish, Portuguese and Dutch with some Indian words. Almost everybody on Aruba speaks Papiamentu, Dutch, Spanish and English.

#### MONEY:

The currency of Aruba is the Netherlands Antilles Guilder, or Florin, of which the symbol is Fl., or F. The current rate of exchange is Florin 1.85 to the U.S. Dollar or Traveler's Check, and Florin 0.40 to the Bolivar. Many merchants make the rate of exchange even more favorable for tourists by giving a flat 2-for-1 exchange when U.S. dollars are used for purchases.

There are 100 cents to a Guilder. There are silver coins of five, 10 and 25 cents, 1 Guilder and 2½ Guilders, and copper coins of 1 and 2½ cents. The "square nickel" (5 cents) is a popular souvenir. Bills are in denominations of 2½, 5, 10, 25, 50, 100, 250 and 500 Guilders.

#### WATER SPORTS:

The waters surrounding Aruba are wonderful natural playgrounds. Deep-sea fishing is excellent. The best sport fish in local waters is the Balahu, followed closely by the blue and white marlin.

Skin diving has been popular on Aruba for many years. The waters around the island are exceptionally clear. Underwater visibility of as much as 150 feet is not unusual. As popular as skin diving is waterskiing. Because the Caribbean on the leeward side of Aruba is always calm, it provides a fine course for waterskiers. Instructors will show the beginner the elements of waterskiing and have him zooming across the turquoise waters in no time.

Boats and equipment may be rented at the Aruba Caribbean Hotel. Guides familiar with local waters are available to show visitors the best places for diving, underwater photography or spearfishing. For the more sedentary, there are glass bottom sightseeing boats that cruise over the island's reefs and sunken wrecks.

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# Cual es el deporte mas popular en Aruba?

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Admitimos que los visitantes a nuestro paraíso terrenal parecen disfrutar nadando, navegando y tomando baños de sol. Pero una visita a Spritzer + Fuhrmann se encuentra aún en primer lugar en la lista de "cosas que hacer".

Cual es el secreto de tal popularidad? Valores. Grandiosos valores en joyería proveniente del Continente Europeo. Excelentes relojes. Inusitados objetos de arte. En exquisita porcelana, cristalería y plata esterlina. Combinados con el gusto, el servicio y la formalidad que solamente posee Spritzer + Fuhrmann.

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### CHARLANDO SOBRE LAS TIENDAS

Amigos visitantes: Quisiera ante todo saludarles con la cordial bienvenida del nativo, 'Bon Biní'; que los días pasados en nuestra amada isla dejen en Uds. recuerdos memorables y gratos.

Para contribuir a ello, permítame servirles de guía acompañándoles en esta, su primera jira de compras. Para realizarla recorreremos casi de extremo a extremo la calle principal, que se llama Nassaustraat y que es el centro comercial de Oranjestad.

Empecemos por visitar a **FANNY'S SHOP**, una tienda donde podremos adquirir artículos en cuero, sweaters de Angora y de Cachemira; chales, perfumes y tallas balinesas e hindúes en madera y en marfil.

En la misma acera nos queda la **JOYERIA DE LEO BERLINSKI**, donde él, personalmente o su esposa o una de sus bien entrenadas empleadas nos atenderán con amable solicitud. Aquí se ofrecen joyas de oro con piedras preciosas y semipreciosas; juegos en filigrana o en modernos diseños de platino u oro de 18K.; perlas cultivadas; relojes suizos de bien reputadas marcas, destacándose entre ellos los mundialmente famosos relojes Girard Perregaux. Leo Berlinski tiene en existencia cubiertos en plata pura, platinados o de acero inoxidable; vajillas de fina porcelana y de cerámica; cristalería de Francia, Finlandia, Suecia e Inglaterra, así como figurillas, artículos de madera de teca y preciosas carteras bordadas en petit point o en mostacilla; todos en gran variedad de diseños y a precios adecuados al presupuesto del cliente.

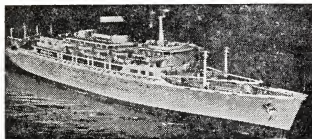
Frente a **LEO BERLINSKI** nos queda la **ARUBA TRADING COMPANY**, con su anexo **PHOTO EL GLOBO**. En esta tienda, la fama de la cortesía de sus empleados corre pareja con la fama de los artículos de primera calidad que ofrece. Las damas encontrarán aquí una enorme variedad de cosméticos y perfumes de las más famosas casas francesas y americanas, así como la más fina lencería,

ropa de niños y regalos. No se olvide de solicitar los artículos de tocador para caballeros que Ud. prefiera; licores y cigarrillos. Sin ningún costo adicional la **ARUBA TRADING** le enviará a su avión o vapor los licores o cigarrillos libres de impuesto que Ud. haya comprado. Capítulo aparte merece **PHOTO EL GLOBO**, dividida en dos departamentos. En el primero encontrarán los caballeros desde calzado hasta sombreros y trajes para todas las ocasiones; todo de bien reputadas marcas. El segundo se especializó en cámaras y equipo fotográfico, grabadores de cinta magnetofónica, telescopios, radios y televisores en miniatura- de lo más pequeño hasta lo más grande y técnico en esta línea lo podrá Ud. encontrar en **PHOTO EL GLOBO**.

Enfrente nos queda **MARIO'S**. Si quiere algo añejo en bebida; algo de superior bouquet en licores; un perfume de rara y única esencia, **MARIO'S** es el nombre por excelencia.

Al salir de **MARIO'S**, atraerán su atención las alegres notas de un carillón; se trata del carillón de **SPRITZER AND FUHRMANN**, esa famosa joyería de la que ya habrá oído hablar si ha visitado N. York, Curazao, Bonaire, o San Martín. Es difícil rehuir la atracción de sus vitrinas decoradas con primoroso cuidado y delicado gusto, pero adentro nos esperan más maravillas y el alivio del aire acondicionado. Es deslumbrante su exclusiva colección de joyas en diamantes y oro y al decir exclusivas, quiero decir únicas en el continente ya que **SPRITZER AND FUHRMANN**, siguiendo la antigua tradición de las mejores joyerías del mundo, posee sus propios orfebres y diseñadores; verdaderos artistas cuyas exquisitas joyas por repetidas veces han merecido galardones en los concursos internacionales. Aquí encontramos los más finos relojes, tales como Patek Philippe y Piaget, amén de una extensa colección de novedosos relojes suizos a precios muy convenientes. A la chica que le dedique su especial atención pídale ver las carteras de noche un ver-

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**HAPPY NEW YEAR, too.**

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dadero primor del arte manual francés, así como también los objetos de arte, cristalería, plata y porcelana de las más famosas casas de Europa que allí se venden. Como detalle adicional quiero decirles que las garantías de **SPRITZER AND FUHRMANN** son honradas en su tienda de Nueva York, cita en la 5 East 57th Street.

Frente a La Linda está **JOYERIA Y RELOJERIA RODANIA**. Su dueña nos atenderá personalmente con ese don de gentes que la caracteriza; ella misma, probablemente, nos dirá de las cinco casas de relojería suizas que representa con exclusividad, haciéndonos admirar las joyas auténticas italianas y las fantasías alemanas que exhibe en sus vitrinas; llaman la atención sus joyas de oro mazio y esmeraldas de Colombia.

A dos pasos de Rodania y otro vez en la calle principal nos queda el **PALAIS ORIENTAL**. Todos los esplendores del Oriente se despliegan ante nosotros en esta tienda sin igual. Esculturas de marfil; incrustaciones de madreperla en aromáticas maderas de la India; tallas primitivas de Haití y de Africa; saris y chales de pura seda en los más exquisitos colores, bordados en oro y plata; cofres de madera de alcanfor llegados desde Hong Kong; joyas orientales de las más raras piedras preciosas; perfumes de sándalo, de rosas, de jazmines; todos los aromas del mundo en frasquitos con rótulos de Christian Dior, Jean Patou, Guerlain...

Un poquito más adelante y en la misma acera está **MEN'S SPORTS WEAR CENTER**, que le ofrece lo mejor que puede conseguirse en la isla en artículos para caballeros.

El ardiente sol antillano y el trajín de las compras imponen una pausa refrescante y estamos a dos pasos de ella: el bar con aire acondicionado del **HOTEL NASSAU**. aquí podremos saciar nuestra sed saboreando una rubia espumosa cerveza Heinekens.

En la próxima puerta entraremos en **SHALIMAR PALACE**. Aquí se ofrecen perfumes, cosméticos de Helena Rubinstein y Lancôme, carteras de noche, calzado de todos los países del globo, trajes para damas llegados desde los E.U., Francia, Italia, Alemania, Dinamarca, Finlandia e Inglaterra.

Ya estaba haciendo falta que les hablara del reloj

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**Christmas and a year of**  
**happy days**  
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suizo Mulco y he aquí la oportunidad de comprar tan famoso reloj llegándonos hasta **RAGHUNATH JEWELERS** quienes también les ofrecen la típica porcelana azul de Delft; plata holandesa, cristal, regalos y recuerdos.

Los aficionados al sip y el dip (un traguito y una zambullida) tienen un sitio ideal en la piscina y el bar del **HOTEL STRAND**, ventajosamente localizado cerca de la ciudad. También para una noche alegre, bailando a los compases de un combo, tiene el **HOTEL STRAND** un artístico bar-restorán decorado con pinturas modernas de un conocido artista local.

Para un Chow (comida) chino, visite el **HONG KONG RESTAURANT & BAR**, completamente aire acondicionado.

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**MOST SERVED IN ARUBA**

nado. No pida algo corriente, pida un plato extraordinario, diga: Déme un Mu Ku Kai Pán y ejécite su lengua y su paladar.

Si su apetito le pide pastas, dirijase en taxi hasta el **BASI RUTI HOTEL** especializado en platos italianos. Si quiere disfrutar del paisaje marino dirijase al **TROCADERO** y ordene un plato a base de mariscos, que son la especialidad de este restorán.

Pero la hora avanza y hemos de proseguir con nuestras compras.

En el próximo bloque llegamos a la Joyería **KAN**. El lema de Kan es "Wat Kan kan, kan Kan alleen," lo que quiere decir en español: Lo que **KAN** hace, sólo **KAN** lo puede hacer. Ellos, sin duda alguna, harán todo lo posible por hacer sus compras más placenteras. Vea su variedad de joyas, cámaras, y artículos ópticos.

A dos pasos de Kan nos queda **BATA**, una tienda que se especializa en calzado, sinónimo de todo lo bueno, bonito y barata en calzado para damas, caballeros y niños. Nos queda muy cerca del **WIMCO**.

Los caballeros no querrán perderse una visita a **LA VENEZOLANA**, de reputada fama por sus artículos finos para caballeros.

Para cerrar con broche de oro nuestra jira de compras les sugiero ahora una visita al Salón Madrid del hotel **THE CACTUS INN**, donde disfrutarán de una comida deliciosa precedida de un bien ganado aperitivo y un ameno rato en su famoso bar **LA CUEVA**.

Llegada la hora de las despedidas sólo me queda decirles: ¡Hasta pronto, amigos! ¡Que hayan disfrutado de nuestra jira de compras!

## Conozca a Aruba

Durante su permanencia en Aruba, y a fin de conocer mejor nuestra isla Ud. puede contratar los servicios de un taxi, visitar los puntos de interés en una excursión de turismo o alquilar un automóvil y conducirlo Ud. mismo. Para esto último, Ud. puede adquirir una licencia temporal presentando su licencia válida expedida en su país de origen.

Aruba tiene muchos lugares de interés que son dignos de ser visitados. Entre ellos se encuentran las playas de **PALM BEACH** e **EAGLE BEACH** que pueden contarse entre las más bellas del mundo. La blanca arena se extiende por varias millas a lo largo de la costa y declina suavemente hacia las turquesas aguas del Caribe ofreciendo, en su mansedumbre, una excelente oportunidad para esquivar sobre el agua, navegar y nadar. En el mar que circunda nuestra isla pululan una extensa variedad de peces, haciéndolo propicio para los diferentes tipos de pesca.

La capital de Aruba es **ORANJESTAD**, con una arquitectura típicamente holandesa con alguna influencia española. Los edificios están pintados en los brillantes colores característicos del ámbito del Caribe. Grandes trasatlánticos, cargados de pasajeros y de mercancías atracan regularmente en su puerto. Es excitante pasearse en los días de gran tráfico marítimo por los espaciosos muelles. La imaginación vuela tras los nombres de lejanas tierras impresos en las balas de mercancías. Yokohama, Hong Kong, Italia o Noruega se nos antojan mensajes de amigos lejanos.

Las mercancías traídas de los más distantes rincones del mundo hacen que el centro de Oranjestad constituya una verdadera tentación para el turista. Relojes suizos, cámaras, perfumes, sweters de Cachemira, sedas, azulejos holandeses, loza fina, binoculares, licores, lanas y otros tejidos, piedras preciosas, miniaturas de porcelana, novedades tejidas en paja, esculturas de marfín del Orien-

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te, cristalería, tallados en madera de Indonesia y China, artículos de cuero, vajillas de plata, oro, etc., son artículos que, gracias a los bajos impuestos de importación se pueden comprar aquí a precios muy ventajosos.

Una atracción turística es la caleta de Oranjestad donde están anclados inúmeros barquichuelos procedentes de diversos lugares del Caribe. Allí se encuentra el bullicioso mercado donde en puestos amplios y soleados, despliegan los barqueros sus tentadoras mercancías. Llenos de colorido son los puestos de frutas, legumbres, y hortalizas. En este mercado al aire libre los compradores son tan pintorescos como las frutas que allí se venden. Los oídos se nos llenan con la confusa sinfonía de diversos lenguajes.

Junto al mar, muy cerca del puerto, está el bien cuidado **PARQUE WILHELMINA**, así llamado en honor de la reina madre Guillermina de Holanda. En el centro de la plaza, rodeada de flores y de umbrosas alamedas está una hermosa estatua de la recordada reina.

El clima de Aruba está considerado entre los mejores del Caribe. La lluvia es escasa y los días son frescos por el continuo fluir de los vientos Alisios. En este clima seco medra el **DIVI DIVI**, un árbol que, azotado por el continuo batir del viento crece en las más extrañas formas, siguiendo siempre la dirección del viento. Para fines industriales se cultiva el álamo, planta liliácea de la cual se extrae un jugo muy amargo usado en medicina. En el campo crecen los cactus; las casas típicas arubanas tienen una pintoresca cerca de cactus. A los arubanos les encantan las flores y se esmeran en cultivarlas. La mayoría de los hogares están rodeados de buganvillas, adelfas, flamboyanes e hibiscos.

Un distintivo del paisaje arubano es el **HOIBERG** (Colina Almiral); para el que desee escalarla hay una escalera que conduce hasta la misma cima.

Al norte de la isla hay bien abrigadas ensenadas que ofrecen sitios ideales para excursiones campestres. Para aquellos a quienes les gusta nadar en un fuerte oleaje este lado de la isla es perfecto. Dos de las más curiosas ensenadas son **ANDICURI** y **DOS PLAYAS**; peñascos imponentes se internan en el mar desafiando el embate de las olas que van a estrellarse contra ellos con estentóreo ruido, formando así un violento contraste con las apacibles arenas de la ensenada.

Sumamente interesante es el **PUNTE NATURAL** obra arquitectónica de la naturaleza, socavada en la dura roca por la incansante embestida del mar; no deje de visitarlo así como también a **BOCA DRUIF**, que es una gruta junto a las dunas de **BOCA PRINS**.

El **CUNUCU**, que quiere decir campo en papiamentu, está punteado por casitas de vivos colores y por impresionantes formaciones rocosas. Las más imponentes se encuentran en **AYO** y **CASIBARI** donde la naturaleza acumuló una sobre otra tremendas masas de granito de miles de toneladas de peso. En **AYO** Ud. puede explorarlas internándose por intrincados laberintos. En **CASIBARI** está la **BOCA DEL DRAGON**, que es una curiosa formación, favorita de los fotógrafos.

Los que estén interesados en la cultura autóctona, encontrarán antiguos dibujos indígenas en las paredes de las cavernas de **FONTEIN** y de **CANASHITO**, y en las rocas de **ARIKOK** y **AYO**.

Los espeleólogos hallarán un reto en las grutas de **QUADARIKIRI** y **HULIBA**.

Otro sitio de interés es la iglesia y el cementerio de **SANTA ANA**. La iglesia tiene un magnífico y centenario altar gótico de roble, tallado a mano.

También el **CASTILLO DE LOS PIRATAS** en **BUSHIRIBANA**, montado sobre un promontorio, frente a la costa de barlovento. Las ruinas de este "castillo" son en realidad las ruinas de una vieja mina de oro, reliquia de lo que fuera la primera industria de Aruba. En **BALASHI** están las ruinas de otra mina de oro.

La **LAGUNA ESPAÑOLA** recibió ese nombre por que allí reparaban sus buques los bucaneros españoles. El sitio es conocido hoy por su hermoso y apacible panorama.

En el **FRENCHMAN'S PASS** o sea **PASO DEL FRANCES** fué donde, según la leyenda, los indios pelearon contra los franceses para defender la isla de los invasores extranjeros. Actualmente es predio de bullangueros periquitos arubanos.

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## TRAFFIC RULES

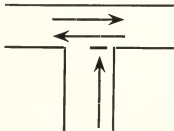
## REGLAS DE TRAFICO

### General Rules

- A. Drive on the right side of the road;
- B. All traffic, except bicycles, coming from the right should be given the right of way, even on traffic circles;
- C. On T-crossings however, the traffic on the dead-end road has to give priority to all crossing traffic, even bicycles.

### Reglas Generales

- A. Conduzca al lado derecho del camino.
- B. Todo tráfico, con excepción de bicicletas, viniendo del lado derecho, tiene que dar preferencia, hasta en los círculos del tráfico.
- C. En una desembocadura T sin embargo, el tráfico en el camino que desemboca, tiene que dar preferencia a todo el tráfico pasante, hasta a las bicicletas.



### Traffic signs

On Aruba most traffic signs differ from the ones you are used to. However the greater part of them are self-explanatory. Those signs which are most important for your own safety are summed up below.



You are approaching an intersection where YOU have to give priority to ALL crossing traffic.

Está Ud. acercándose a una intersección, dónde tiene que dar preferencia a todo el tráfico pasante.



Bring your vehicle to a complete standstill and give the right of way to ALL crossing traffic.

Para Ud su vehículo completamente y dele preferencia a todo el tráfico pasante.



You are approaching an intersection where all crossing traffic has to give you right of way.

Se acerca Ud. a una intersección dónde todo el tráfico pasante tiene que darle preferencia.

### Señales de tráfico

En Aruba casi todas las señales de tráfico difieren con las de costumbre. Aunque la mayoría sean inspiraciones propias. Las señales de mayor importancia para su seguridad propia, están sumadas aquí abajo.



No entry.

Entrada prohibida.



No overtaking.

Prohibido alcanzar o pasar.



This sign indicates the speed-limit. In built-up areas maximum-speed is always 40 kilometers. Note that speed-limits are stated in kilometers (60 kilometers = approximately 38 miles.)

Esta señal indica la velocidad limitada. En partes pobladas la velocidad máxima es siempre 40 kilómetros.

Note Ud. que la velocidad máxima está indicada en kilómetros. (60 kilómetros = aproximadamente 38 millas.)

Courtesy

**BOB STEELE INSURANCE AGENCY N.V.**

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## What's the most popular sport in Aruba?

### Shopping at Spritzer & Fuhrmann.

We admit that visitors to our island paradise seem to enjoy swimming, sailing and sun-bathing. But a visit to Spritzer and Fuhrmann still tops everybody's list of "things to do."

What's the secret of such popularity?

Values. Superb values in Continental jewelry. Fine watches. Unusual objets d'art. In exquisite china, crystal and sterling. Combined with the taste, service and dependability that is Spritzer and Fuhrmann's alone.

Come see our main building — the building with the bells — at Nassastraat.

Discover why shopping at our stores is even more than a popular sport. It's a pleasure.



**SPRITZER + FUHRMANN**

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## TIPS ON U.S. CUSTOMS REGULATIONS

According to U.S. Customs regulations each returning resident is allowed to take back, free of duty and tax, articles not exceeding in amount of \$100, which amount is based on the fair retail value of the items in the country obtained. Use of this exemption is only allowed in case the resident's stay abroad exceeds 48 hours and if the resident has not yet used part of it within the preceding 30 days.

1. You may take back with you, any articles you wish to, provided you pay tax on the amount in excess of the \$100. Tax is levied on the wholesale price of the item paid in the country where it is obtained which price is generally reached by subtracting 40% of the retail value of the article.
2. It is advisable to use the \$100 exemption for the high duty items and to pay duty on the low duty items.
3. Clothing, cameras, binoculars, watches, etc. purchased and used during the trip, should be declared as "used items". The Custom Officer in charge will make

appropriate reduction for wear and/or use on the value of such items and subsequently on the duty.

4. Gifts to friends and relatives in the U.S. up to \$10 each are allowed in an UNLIMITED NUMBER provided the addresses does not receive other gift parcels exceeding the \$10 limitation on the same day. This is in addition to the \$100 exemption. Not included in this privilege are gifts of liquor and tobacco whereas perfume at less than one dollar is allowed. On these gifts NO declaration is required and NO tax will be levied.
5. Persons over 21 are permitted DUTY-FREE liquor not exceeding ONE QUART!
6. Merchandise originating in COMMUNIST CHINA, NORTH KOREA, NORTH VIETNAM and CUBA IS PROHIBITED in the U.S.
7. To pass U.S. customs smoothly, fill out your declaration carefully and keep all dutiable items and sale slips together and in a handy place!!

**Remember that you are allowed to take back as much merchandise as you want. All you have to do is to pay duty on what you declare over your \$ 100.— duty free allowance, and even after duty has been paid upon arrival in the U.S.A., purchases made in Aruba, at free-port prices are still GOOD BUYS.**